AI for Research

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# Introduction

## What is Artificial Intelligence?

AI (Artificial Intelligence) is generally considered to be a vague term by many, but this holds no weight. This is because AI is confused with ML (Machine Learning); whereas AI is a script that handles inputs, processes these inputs, and then react depending on these inputs, ML is what makes the script learn. AI can be as simple as a simple card-game playing script or even as complex as a recommendation system. However, it should be noted that AI is hard-coded, so it is a pre-defined script with pre-defined answers. If the AI is wrong, it will require a developer to fix the script. What ML adds to an AI requires an AI to be created with ML in mind, as the code required for an AI to support ML is far different then an AI without ML. ML operates by adjusting the inputs by their respective weights (A number that represents the importance of that weight); the weights alter themselves depending on how close they were to the expected output and then re-try. However, the altering of the weights only comes in when the Model is in the process of being developed, not after it is developed. A model is what an AI with ML is called after it has been trained enough until its weights are accurate enough. After a model is trained, an accuracy rating will be available, this accuracy rating judges either how far off the AI can be from the correct answer or the probability of being wrong when a model is given data to give predictions off of. It should be noted that the “probability” of being wrong is not a probability of chance, but how reliable the model is when it is given data that is not as easily recognizable as regular data. (Jarek & Mazurek, 2019)

## Applications of AI

AI has a very wide plateau of applications in almost every field; one of the more explored fields of applications for AI is the field of marketing. In a study conducted in 2019 by Krystyna Jarek and Grzegorz Mazurek, applications of AI in marketing are: Voice processing technologies *(Using e-shopping to buy products via voice-activated software or executing tasks such as setting timers or adjusting integrated home-appliances via voice software or dedicated hardware such as Siri)*, text processing technologies *(Augmented reality which provides a virtual assistant as you navigate around shopping centers, high lighting what you are after or giving an explanation of what you are looking at and another type of augmented reality which not only acts as a GPS but doubles as a touring guide, recommending point of interests that the user might be interested in),* Image recognition and processing technology *(Facial recognition replaces passwords when making payments with your e-banking card or application or image recognition which tries to analyze the object in the photo and then search for information about it or related products),* decision making (Product recommendation such as Netflix’s recommendation system or Amazon) and in automated robotics and vehicles (Inventory stock taking robots & service free shops).

Methodology

Results

Discussion

Log Book

3/09/2020

Discussed with my mentor about my objectives, methodology.

My mentor also gave me some recommendations on how to approach writing my project and how to form a good research question and hypothesis.

Also discussed potential limitations at this current stage, and how things might change.

4/05/2020

Presented a few problems to my mentor and then received some assistance.

4/06/2020

My mentor provided me with a solution to my sources problem by pointing out that I will effectively be doing “sentimental analysis” and then provided me with a dataset suitable for my objectives.

4/17/2020

My mentor provided me with a reference of where I should start trying to achieve my goal, “Python for NLP: Word Embeddings for Deep Learning in Keras”

# Bibliography

Jarek, K. & Mazurek, G., 2019. *Marketing and Artificial Intelligence.* [Online]   
Available at: https://www.researchgate.net/publication/333671063\_Marketing\_and\_Artificial\_Intelligence  
[Accessed 5 26 2020].